

**CLAIMS:**

1. A method of providing an interactive billboard, comprising facilitating:
  - receiving a message for posting on the billboard, with a contact-number for responding to the message, separate from the message,
  - associating a response-number to the contact-number,
  - displaying the message and the response-number on the billboard,
  - receiving one or more response-messages associated with the response-number, and
  - forwarding the one or more response-messages to the contact-number associated with the response-number.
2. The method of claim 1, further including facilitating
  - providing a limited time duration for forwarding the response-messages to the contact-number.
3. The method of claim 2, further including facilitating
  - receiving an other message and an other contact-number,
  - associating the response-number to the other contact-number after the limited time duration, and
  - displaying the other message and the response-number on the billboard.
4. The method of claim 1, wherein
  - the one or more response-messages include at least one of:
    - a voice message,
    - a Short Messaging Service message, and
    - a Multimedia Messaging Service message.
5. The method of claim 1, further including facilitating
  - receiving payment corresponding to at least one of:
    - displaying the message, and
    - forwarding the one or more response-messages.

6. The method of claim 1, further including facilitating simultaneously displaying multiple messages on the billboard.
7. The method of claim 6, further including facilitating associating a distinct response-number to each of the multiple messages, and displaying each of the distinct response-numbers with each of the multiple messages.
8. The method of claim 1, wherein the response-number is associated with multiple contact-numbers, and the method further includes receiving ancillary information that facilitates identification of the contact-number to which each response-message of the one or more response messages is to be forwarded.
9. The method of claim 8, wherein the ancillary information includes at least one of: a time of receipt of the response-message, and an identifier associated with the message on the billboard.
10. The method of claim 1, further including providing a further isolated communication path between a responder who provided at least one of the one or more response-messages and a poster who provided the message for posting on the billboard.
11. A billboard system comprising:
  - a posting receiver that is configured to receive a message, and a contact-number separate from the message,
  - a controller that is configured to:
    - associate a response-number to the message, and
    - display the message and the response-number on a billboard.

12. The billboard system of claim 11, further including:

a response receiver that is configured to receive a response-message associated with a received-response-number, and

a response transmitter that is configured to transmit the response-message to the contact-number that is associated with the received-response-number.

13. The billboard system of claim 12, wherein

the received-response-number is associated with multiple contact-numbers, and  
the response receiver is further configured to receive ancillary information that facilitates identification of the contact-number to which the response-message is to be transmitted by the response transmitter.

14. The billboard system of claim 13, wherein

the ancillary information includes at least one of:

a time of receipt of the response-message, and

an identifier associated with the message on the billboard.

15. The billboard system of claim 12, further including

a database that is configured to store the response-number and the associated contact-number.

16. The billboard system of claim 11, wherein

the controller associates the response-number to the message for a limited time duration.

17. The billboard system of claim 11, wherein

the posting receiver is further configured to receive an other message and an other contact-number, and

the controller is further configured to:

associate the response-number to the other message, and

display the other message and the response-number on the billboard.

18. The billboard system of claim 11, wherein

the response-message includes at least one of:

- a voice message,
- a Short Messaging Service message, and
- a Multimedia Messaging Service message.

19. The billboard system of claim 11, wherein

the controller is further configured to simultaneously display multiple messages on the billboard.

20. The billboard system of claim 19, wherein

the controller is further configured to:

- associate a distinct response-number to each of the multiple messages, and
- display each of the distinct response-numbers with each of the multiple messages.